

# SPECS FOR ADS

## DIGITAL ADS

Digital ads are available on a first-come first-serve basis and the first right of refusal will be given to those clients who have current ads on the website.

Homepage Banner Ad Dimensions	2600 pixels wide by 360 pixels high
Skyscraper Ad Dimensions	160 pixels wide by 600 pixels high
Homepage Block Ad Dimensions	400 pixels wide by 375 pixels high
Block Ad Dimensions	300 pixels wide by 250 pixels high
Button Ad Dimensions	120 pixels wide by 120 pixels high

**File Format** GIF (.gif), JPG (.jpg), PNG (.png)  
Graphics need to be 72dpi for maximum efficiency and quality on the website. Animated .gif files must complete their animated cycle in 12 seconds. We do not accept Flash animation.

**File Size** The focus on building all files should be on the dimensions of the banners and buttons rather than the size of the file.

**MPG Files** MPG (.mpg) video files are available as infomercials on SwimmingWorld.TV. Files should be no more than :30 seconds in length. Pricing and availability varies.

**Hyperlink** Please provide the connecting URL/http address when sending digital ad artwork.

## DISPLAY ADS

Ad Display Size	Width	Height	Pixels	Trim Size	Live Area
Full page	7"	9-11/16"	2100 x 2906	8" x 10-3/4"	7" x 9-11/16"
2/3 page	4-9/16"	9-11/16"	1369 x 2906		
1/2 page (island)	4-9/16"	7-5/16"	1396 x 2194		
1/2 page (vertical)	3-5/16"	9-11/16"	994 x 2906		
1/2 page (horizontal)	7"	4-3/4"	2100 x 1425		
1/3 page (vertical)	2-3/16"	9-11/16"	656 x 2906		
1/3 page (horizontal)	7"	3-1/8"	2100 x 938		
1/3 page (square)	4-9/16"	4-3/4"	1369 x 1425		
1/4 page (vertical)	3-5/16"	4-3/4"	994 x 1425		
1/4 page (horizontal)	7"	2-5/16"	2100 x 694		
1/4 page (square)	4-9/16"	3-3/4"	1369 x 1130		
1/4 page (holiday gift guide)	3-7/8"	3-3/4"	1165 x 1130		
1/6 page (vertical)	2-3/16"	4-3/4"	656 x 1425		
1/6 page (horizontal)	4-9/16"	2-1/4"	1369 x 675		
1/9 page	2-3/16"	3-1/4"	656 x 938		
1/12 page	2-3/16"	2-1/8"	656 x 638		

**Footer:** 728 x 90 pixels for web, 7" x 1" for print / **Classified Ads:** 50 words in column inch

### 2 Ways to Send Us Art:

1. Email to [Advertising@SwimmingWorld.com](mailto:Advertising@SwimmingWorld.com)
2. Dropbox link available upon request.



# 2022 SPACE & MATERIAL DEADLINES

Issue	Best Space	Last Chance Space Due	Art Due	Issue Focus	Special Inserts
January	11/06/21	12/06/21	12/09/21		
February	12/10/22	1/07/22	1/10/22		Summer Swim Camps
March	1/07/22	2/05/22	2/09/22	NCAA Preview	Summer Swim Camps
April	2/11/22	3/03/22	3/09/22		World Masters Swimmer of the Year
May	3/11/22	4/06/22	4/11/22		
June	4/09/22	5/05/22	5/10/22		
July	5/13/22	6/08/22	6/13/22		Aquatic Directory
August	6/11/22	7/06/22	7/11/22	HS Swimmers of the Year	
September	7/08/22	8/04/22	8/10/22	HS Team Titles	NISCA Insert
October	8/12/22	9/07/22	9/12/22		Prep School Guide Holiday Gift Guide
November	9/10/22	10/06/22	10/11/22	Open Water Issue	Holiday Gift Guide
December	10/14/22	11/04/22	11/09/22	Annual Awards	Holiday Gift Guide



**Billing:**

1-800-511-3029

Advertising@SwimmingWorld.com

**Display, Classified, Directory Inquiries:**

602-522-0778

Advertising@SwimmingWorld.com